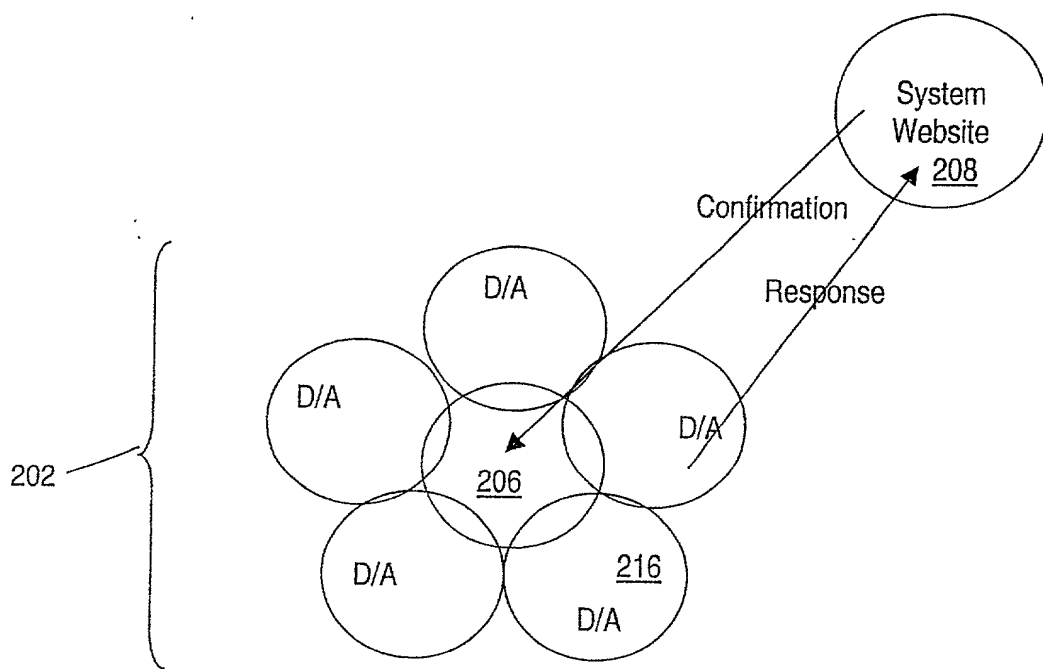


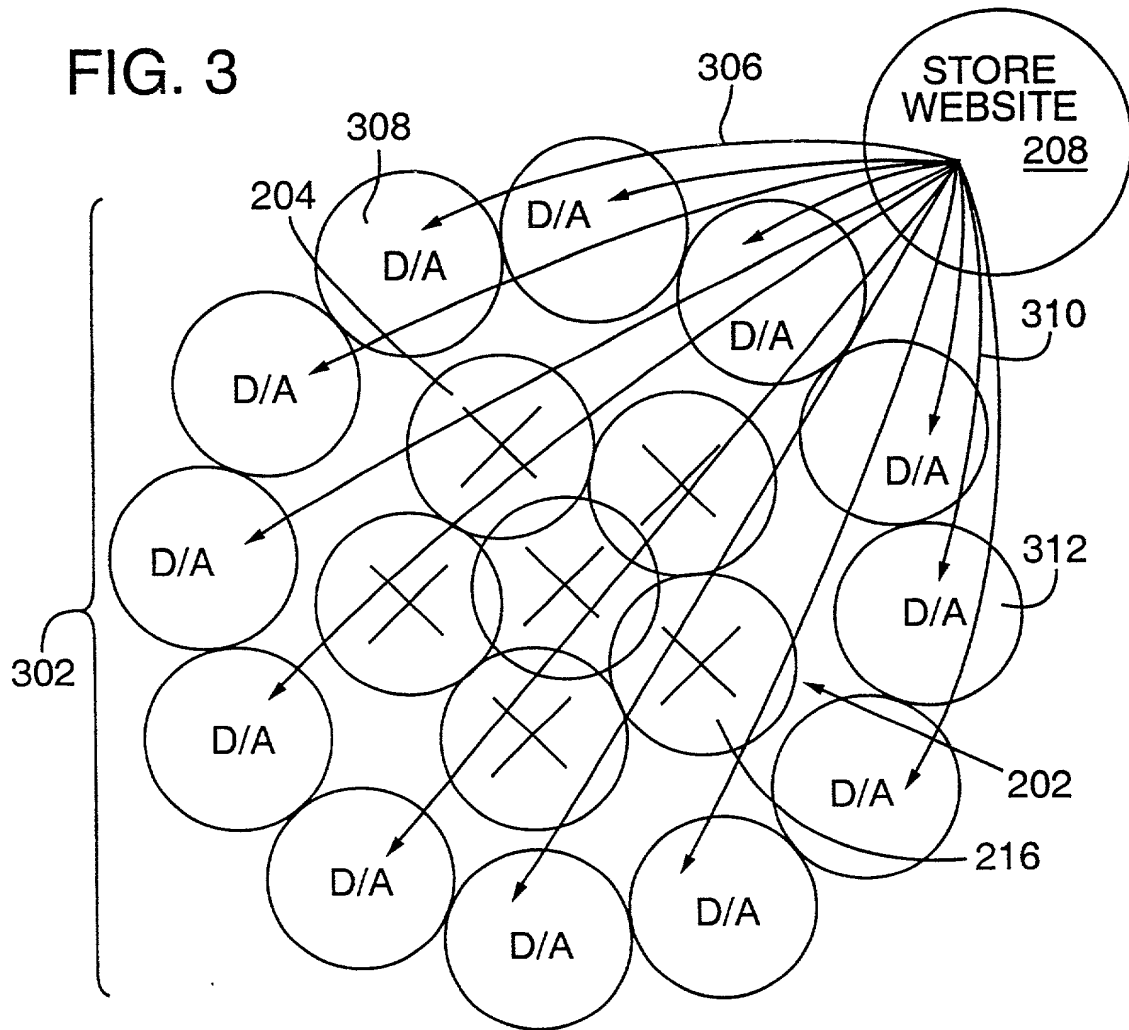
A circular diagram consisting of three concentric rings. The innermost ring is a small circle containing the letter "C" in quotes. The middle ring is a larger circle divided into 12 equal segments by radial lines, each containing the text "D/A". The outermost ring is the largest circle, also divided into 12 equal segments by radial lines, each containing the text "D/A".

**FIG. 1**



**FIG. 2**

FIG. 3



20120107440001

FIG. 4

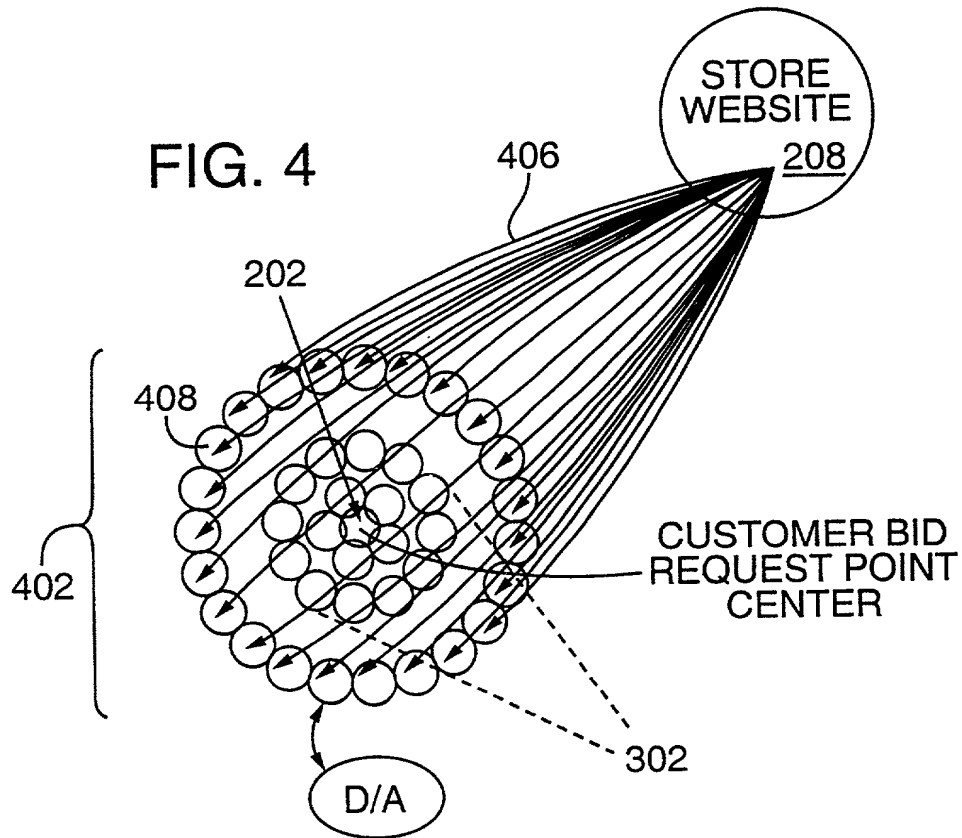


FIG. 5

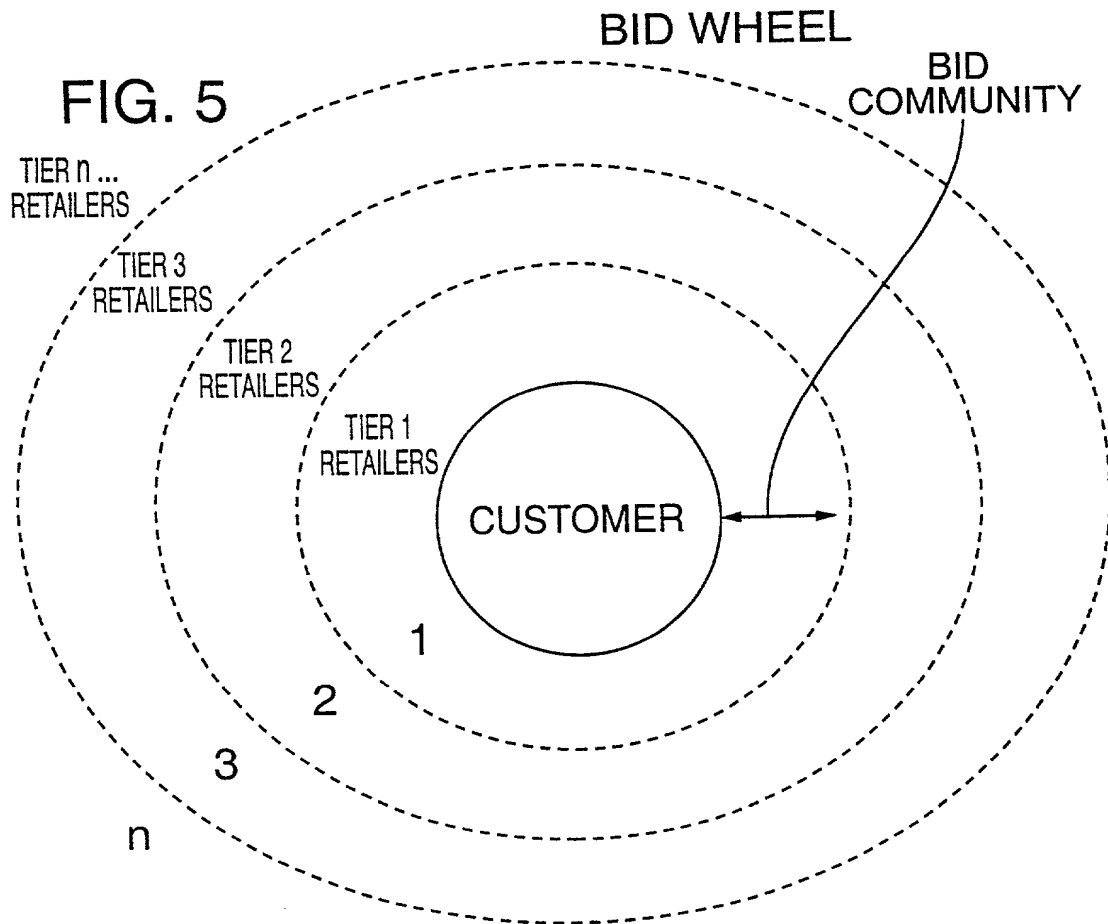


FIG. 6A

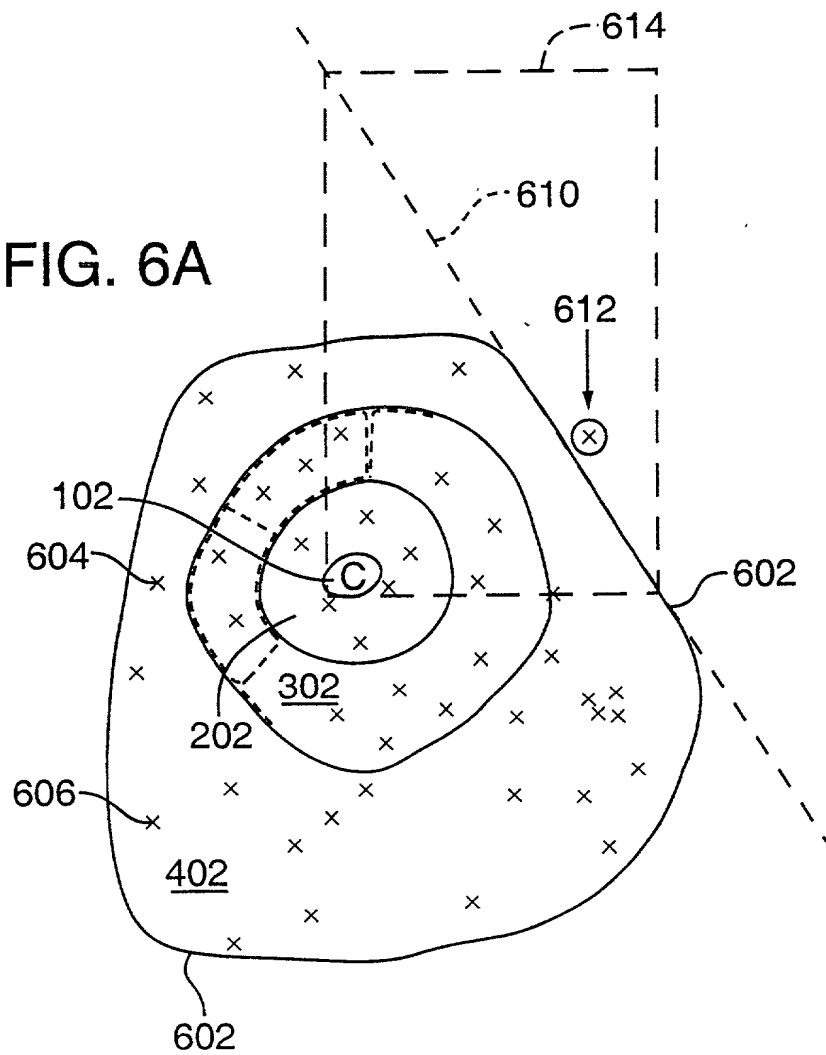


FIG. 6B

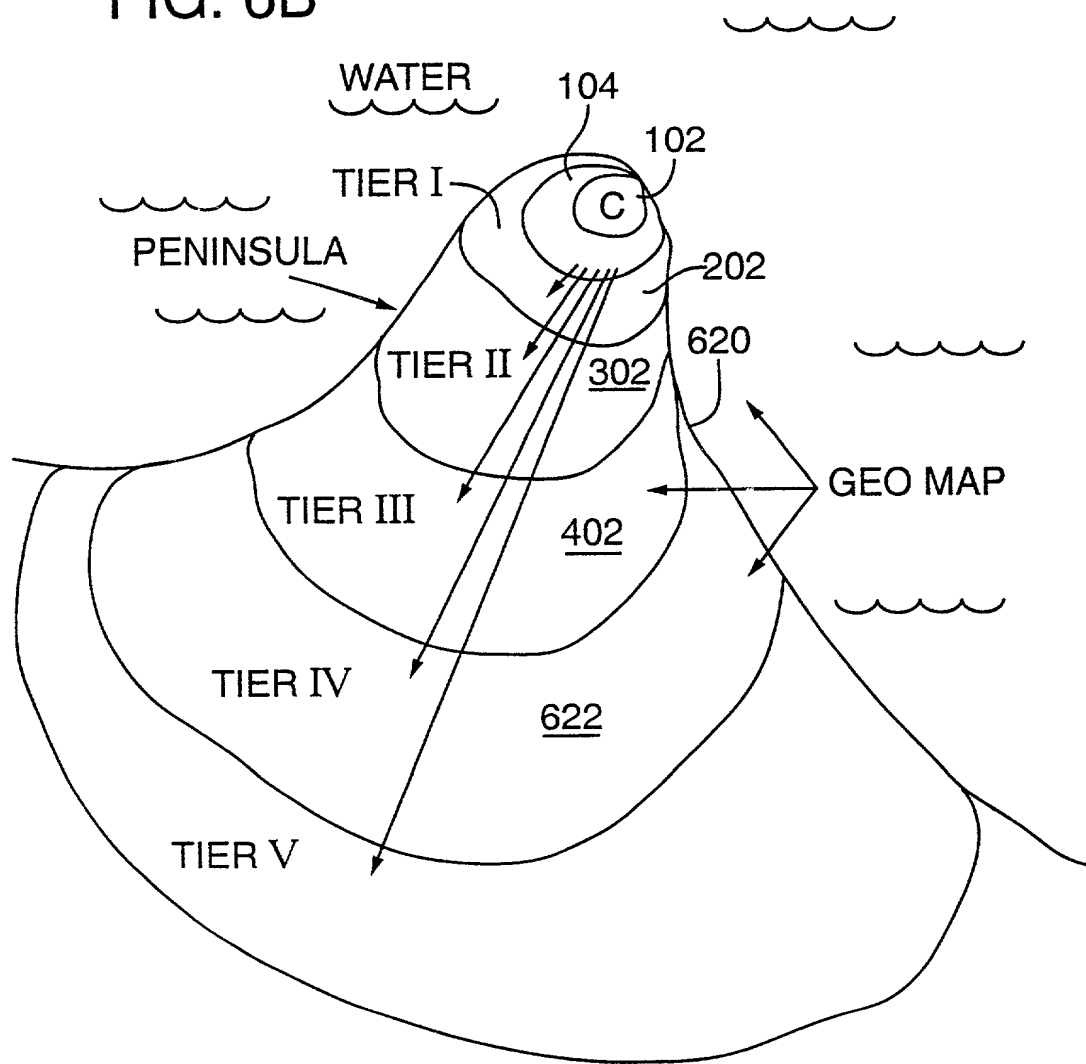
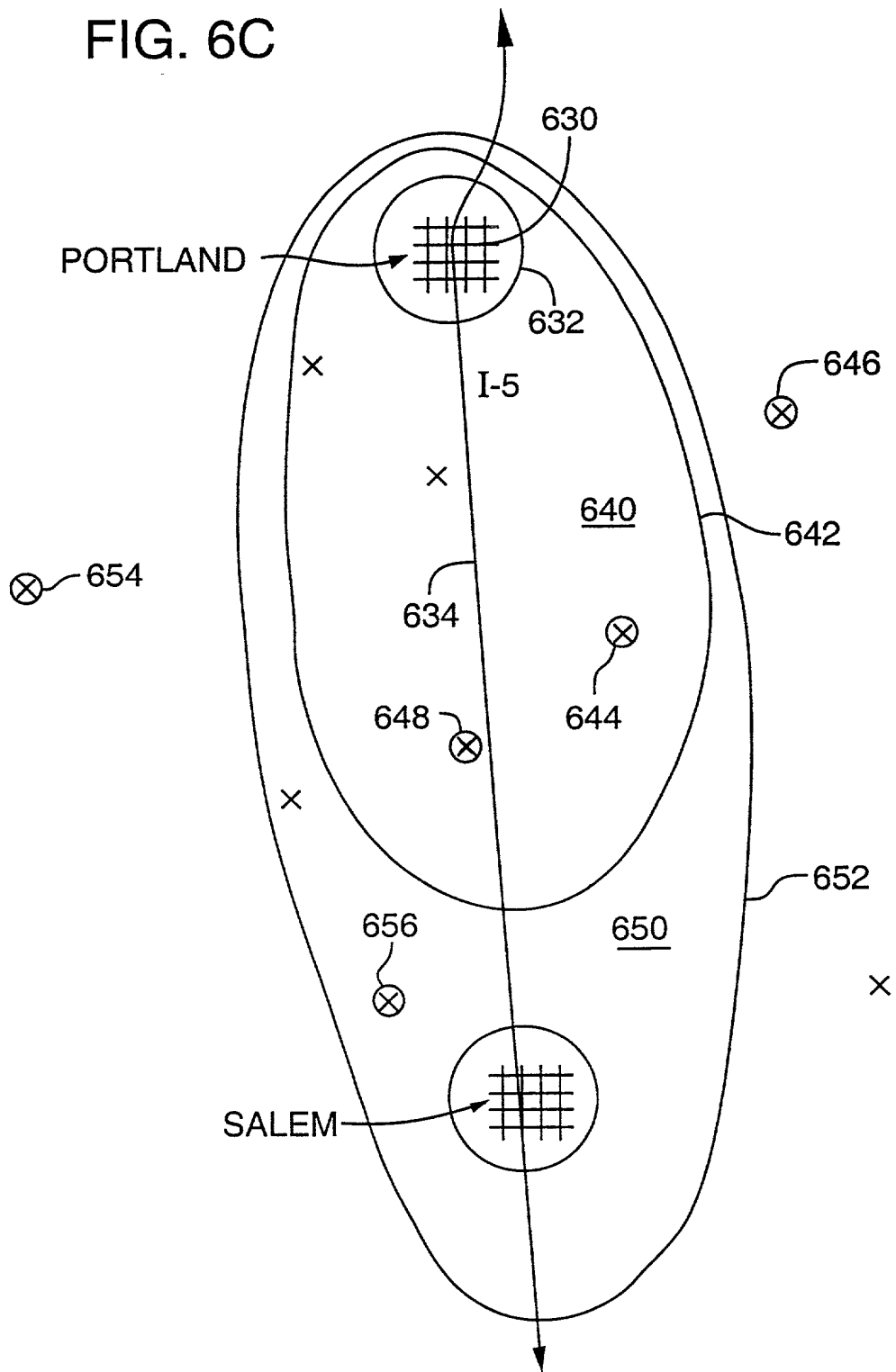


FIG. 6C



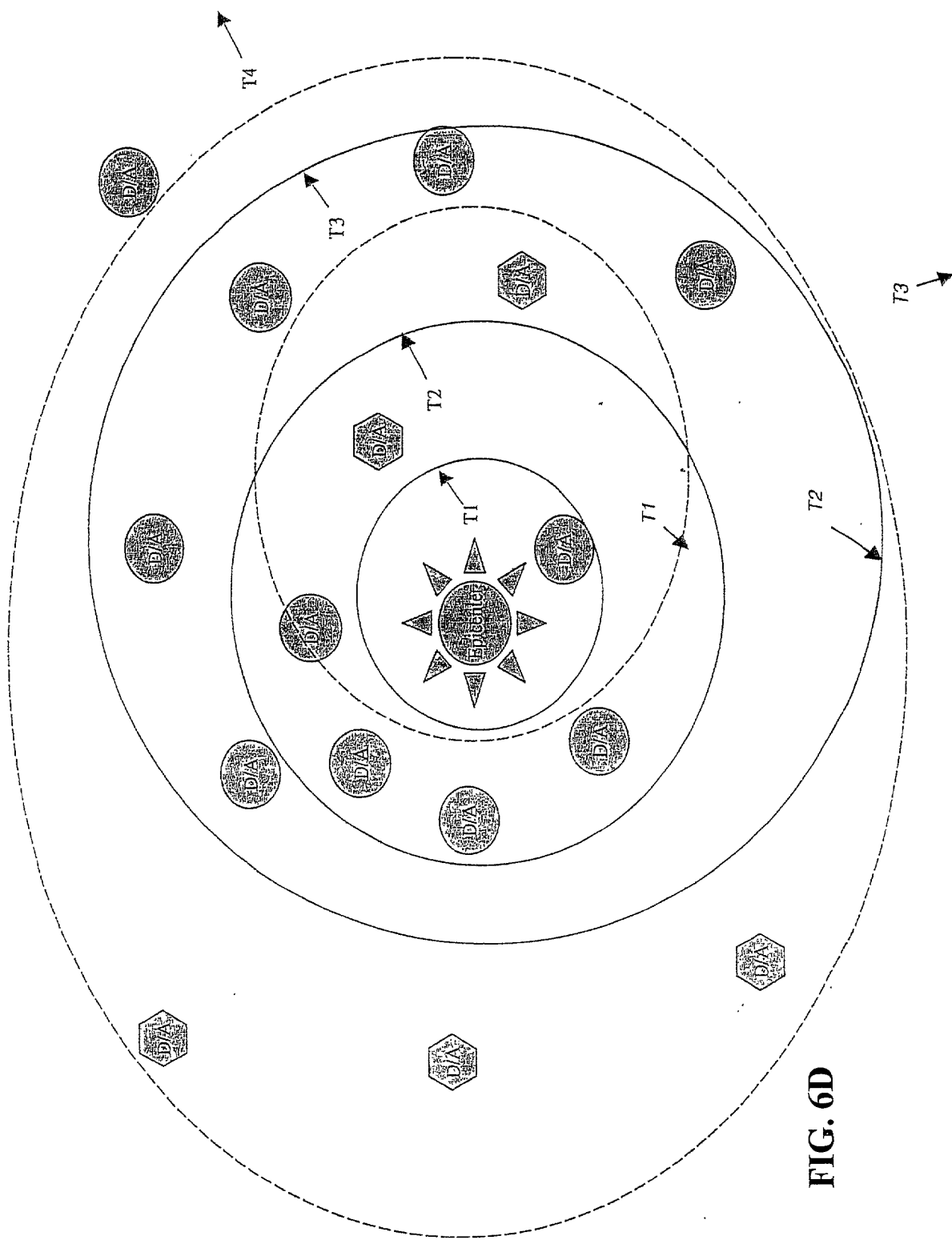
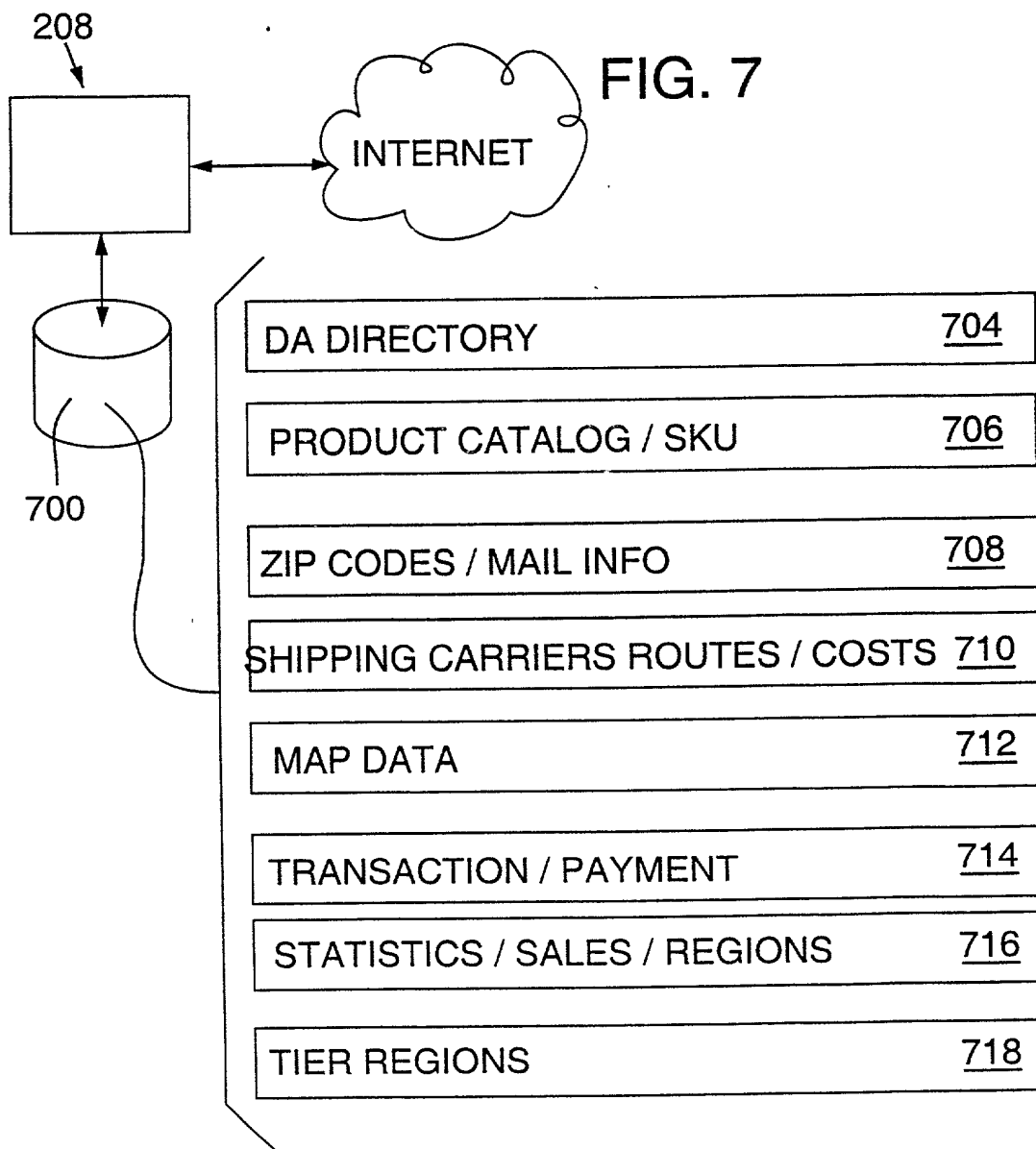


FIG. 6D



20140101-14440000



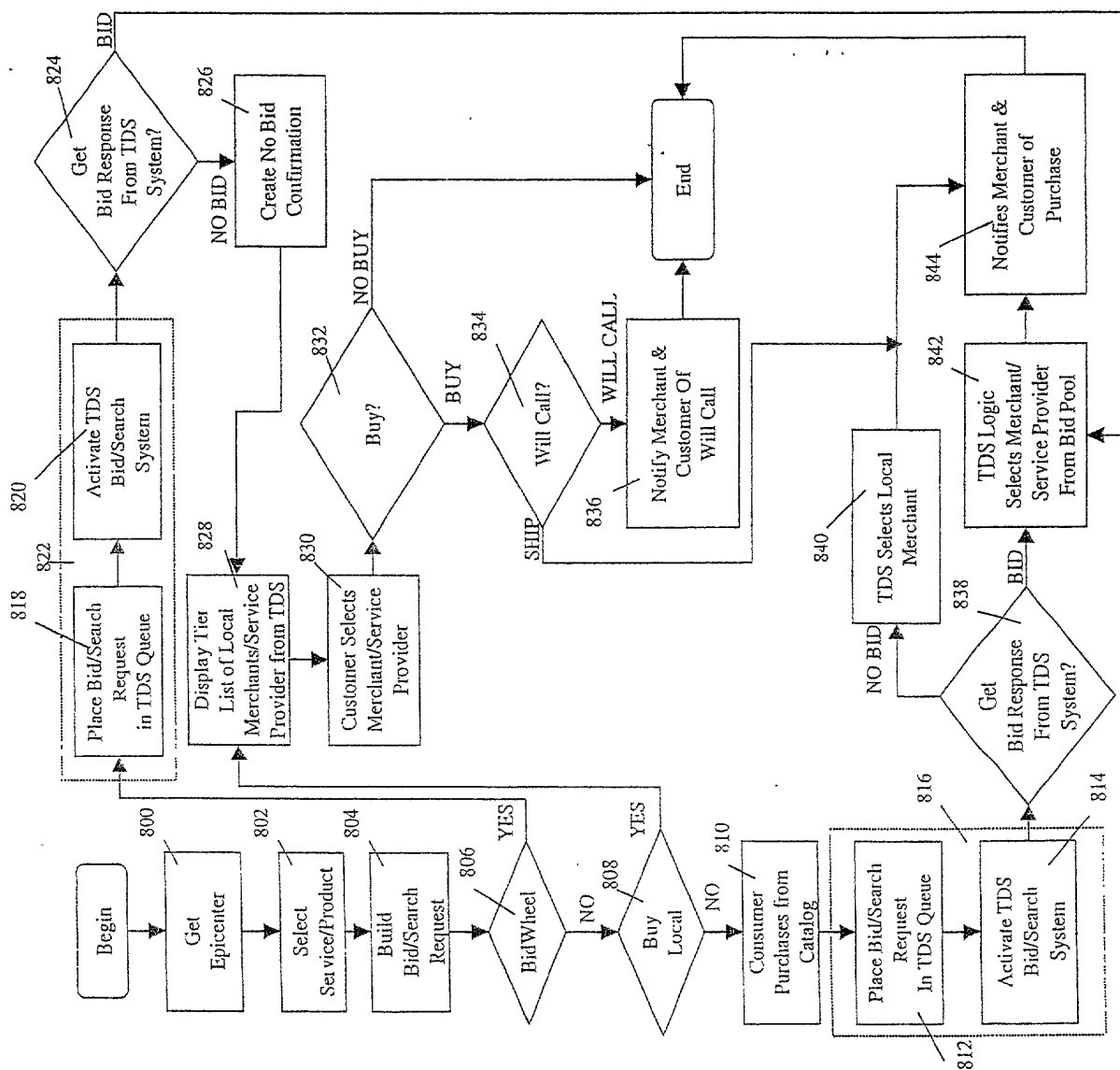


FIG. 8

## Bid Wheel (TDS) Logic

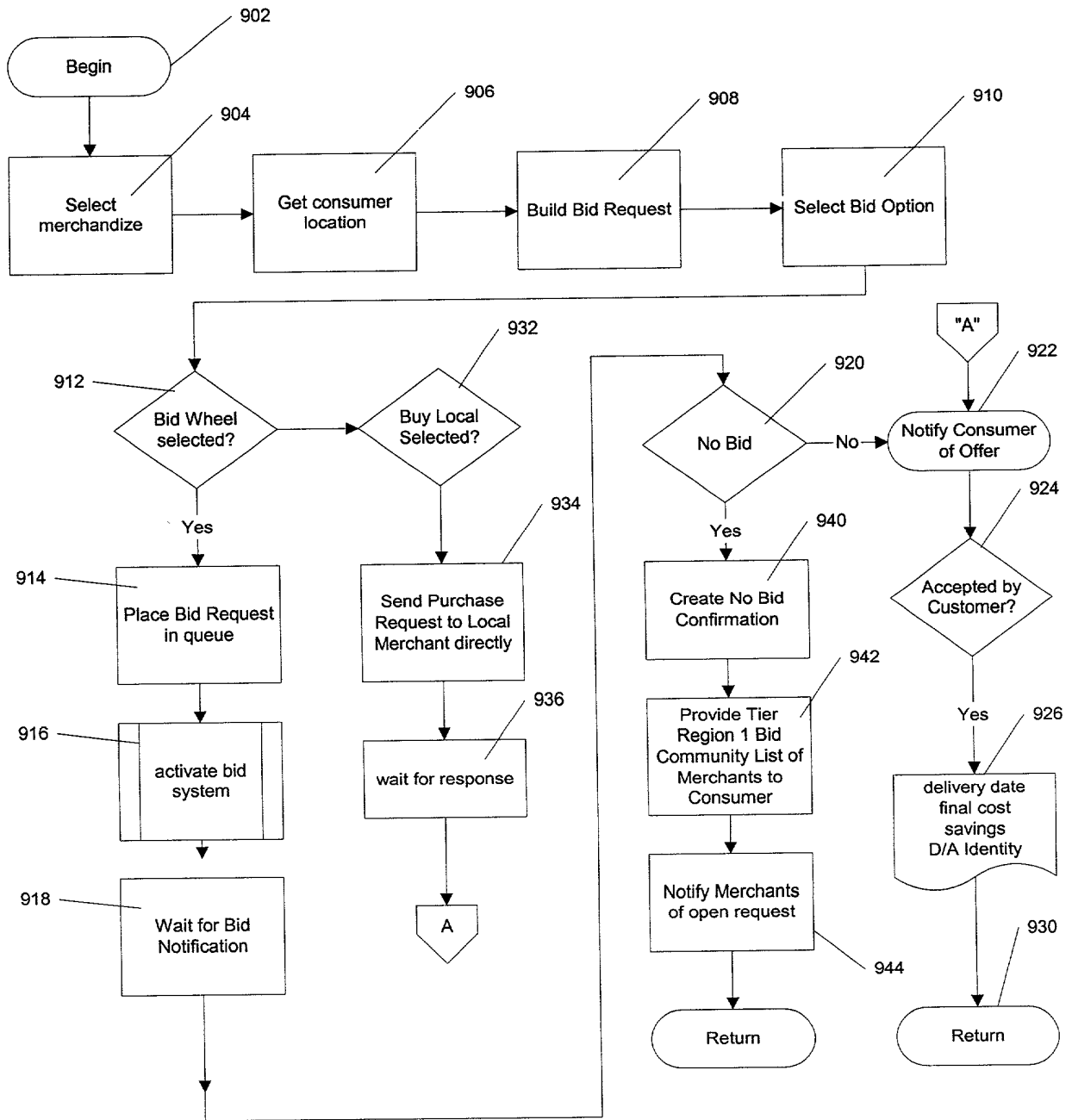


FIG. 9

# BID SYSTEM

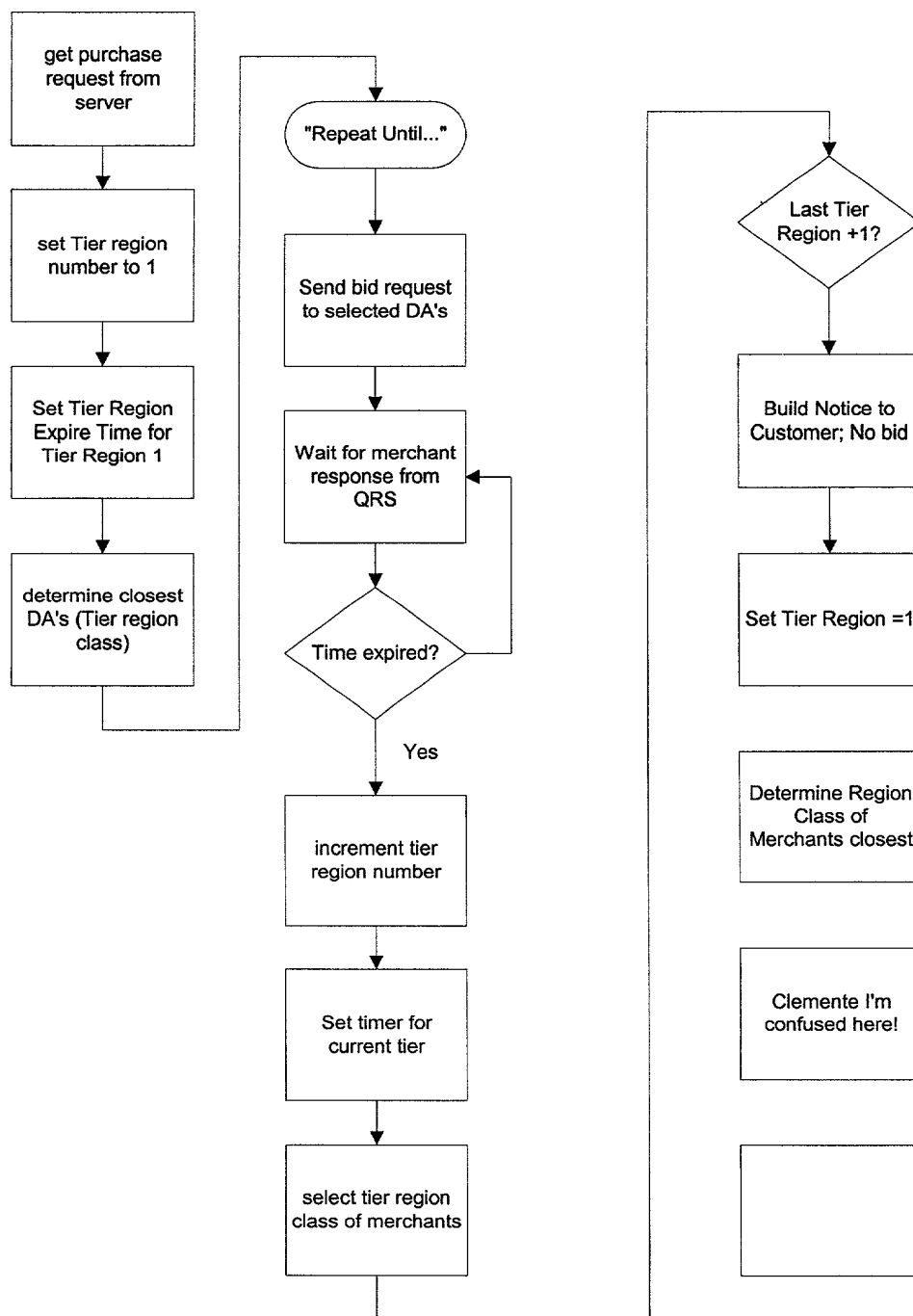


FIG. 10

## FIGURE 11A

### TDS Logic Engine

WHILE (Forever) DO

    Begin

        Select Merchandise (Merchandise\_Type) from Consumer

        Get Region\_Id (Zip\_Code) from Consumer

        Build Bid\_Request (Merchandise\_Type, Zip\_Code)

        Select Bid\_Option ( Retail\_Price, Bid\_Wheel)

    IF Bid\_Wheel Selected THEN

        Begin

        Place Bid\_Request in SAA.com Bid\_System Queue (Response\_Time, Lowest\_Bid)

        Activate Bid\_System™

        Wait For Bid\_Notification

        End

    ELSE

        Begin

        Send Bid\_Request (Retail\_Price) to Local Merchant Directly

        Wait For Bid\_Notification

        End

    IF No Order Bid THEN

        Begin

        Create No Order Bid Confirmation

        Provide Tier Region 1 Bid Community List of Merchants for Consumer to contact

        End

    Notify Consumer Of Confirmation Of Order (Delivery Date, Final Cost, Savings, D/A\_Id)

End

## FIGURE 11B

### Bid System

```
Get Bid_Request from SAA.com Bid_System Queue (Response_Time, Lowest_Bid)
Set Bid_Request Tier_Region_Number to Tier_Region_1
Set Tier_Region_Expired_Time for Tier_Region
Determine_Tier_Region_Class of Merchants Closest to Consumer From Tier_Region_Data Base
  ( Tier_Region, Bid_Community )
REPEAT
  Begin
  Send Bid_Request For Quote/Bid To Tier_Region_Class of Merchants (Merchant_List)
  Wait For Merchant Response from Quick Response System™ OR
  Tier_Region_Expired_Time
  IF Tier_Region_Expired_Time_THEN
    Increment Bid_Request Tier_Region_Number
    Set Tier_Region_Expired_Time for Next Tier_Region
    Determine_Tier_Region_Class of Merchants Closest to Consumer From
    Tier_Region_DataBase ( Tier_Region_Number, Bid_Community )
  End
UNTIL (No_Confirmation_Received from D/A OR NOT Tier_Region_Expired_Time)
  AND (NOT (Last_Tier_Region + 1) DO

IF Last_Tier_Region + 1 THEN                                     /* No Bids Received */
  Begin
  Build Confirmation Notice of No Order Bid for Consumer
  Set Bid_Request Tier_Region_Number to Tier_Region_1
  Determine_Tier_Region_Class of Merchants Closest to Consumer From
  Tier_Region_Data Base ( Tier_Region, Bid_Community )
  Create Notify Message to Tier_Region 1 Merchants for Order Fulfillment
  Send Bid_Request For Quote/Bid To Tier_Region_Class of Merchants (Merchant_List)
  End

IF Merchant Response with Confirmation_Received THEN
  Build Confirmation Notice of Order for Consumer
```

## FIGURE 11C

### Quick Response System™

Wait for Next Response from Merchant  
Get Merchant\_Id (D/A\_Id)  
Validate\_Merchant\_Identifier  
Get Bid\_Response\_Form from Merchant Input (Bid\_Number, Product\_Code, Sell Price)  
Validate Bid Number, Product Code, Sell Price  
IF Lowest Price In Tier\_Region\_Class of Merchants Participating In Bid\_Number THEN  
    Begin  
        Close Out Reverse Auction Bidding on Bid\_Number Record  
        Notify Bid\_System of Merchant Confirmation Completed  
        Notify Tier\_Region\_Class of Merchants  
    End

### Create Tier Region

Determine\_Tier\_Region\_Class of Merchants Closest to Consumer  
(Tier\_Region, Bid Community)

Begin

Select Merchandise (Merchandise\_Type) from Consumer Bid\_Request  
Get Epicenter\_Region\_Id (Zip\_Code) from Consumer Bid\_Request  
Set Vertical\_Market\_Type to Merchandise\_Type  
Get Tier\_Region\_Number from Bid\_Request  
Search Tier\_Region\_Class Data Base on Zip\_Code for Area Match  
Build Merchant\_List from Tier\_Region\_Class  
Search Merchant\_List based on Vertical\_Market for Match  
Optimize\_Merchant\_List to Best\_Price\_Schedule Algorithm based on Tier\_Region\_Parameters  
Build Tier\_Region\_Class of Merchants (Tier\_Region)  
Create the List of Merchants to participate in reverse auction (Bid\_Community)

End

## Create Tier Region

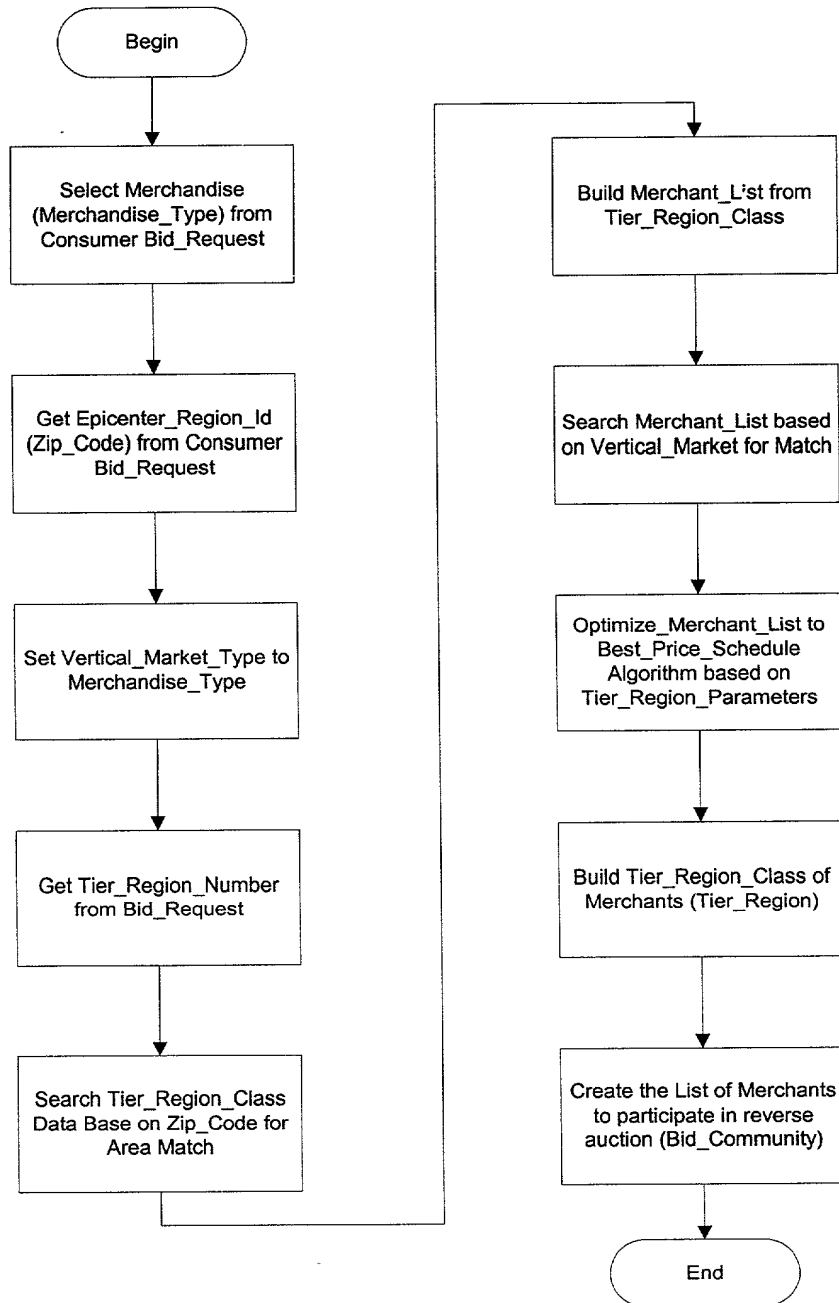


FIG. 12



1302

**Shop all America .com**

search  

Company Profile Order Info. How to Purchase Catalog Shipping Info. Policy Support Home

Apparel  
Appliances  
Automotive  
Batteries  
Baby Items  
Bath Towels  
Beauty Supplies  
Beds & Mattresses  
Boats Register  
Books & Literature  
Boxes  
Bicycles  
Bridal & Tuxedo  
Cameras  
Candy  
Camper/RV  
Carpets & Rugs  
Cell Phones  
Collectibles  
Computers  
Electronics  
Draperies  
Fabrics  
Farm & Feed  
Food & Gourmet  
Flowers  
Furniture  
Games  
Greeting Cards  
Hardware  
Healthcare  
Home & Garden  
Housewares  
Jewelry  
Lighting Fixtures  
Lumber Yard  
Music & Videos  
Motorcycles  
Office Supplies  
Paint Supplies  
Party Supplies  
Pet Supplies  
Pharmacy  
Sporting Goods  
Toys

**Product Search**

**Go Shopping**

Welcome to a nationwide team of businesses committed to bringing you the best product, service and support available over the Internet! Click here to learn more about us.

**24 Hour Live Operator!**  
Click for live assistance.  
May I help you?

**ShopallAmerica .com**  
**STORE LOCATOR**

**Featured Store: Hazen Hardware, Oregon**

Hazen Hardware is a 2nd generation family business owner by Bob and Terry Smith. With over 40 years of

**Today's In-Stock Inventory Value:**  
\$782,614,225

**Featured Items:**

 **Star War Box Set VHS, \$59.95**  
**Find Store**

 **Callaway golf set. \$1,299.9 irons, 3 woods, putter and bag.**  
**Find Store**

 **Online Investing Beginner guide - \$14.95**  
**Find Store**

 **Nintendo Game bo and Accessor \$98.95**  
**Find Store**

 **Digital Vi Cam. \$5**  
**Find Store**

 **High Resolutio Color Pri -Mac or**  
**Find Store**

...PRODUCT TYPE GARDENING

TOOLS

☐ Shovel, long  
☐ Shovel, short  
☐ Shovel, square  
☐ Trowel, basic  
☒ Trowel, deluxe  
☐ Wheelbarrow

PLANTS

☐ Spathephylum  
☐ Venix  
☐ Biscus  
☐ Bicuspid, red  
☐ Chrysanthemum  
☐ Hydrangea

☒ BUY LOCAL    ☐ BIDWHEEL

SKU  
PIC  
MSRP  
DESC

Home

Search

New  
Type

Customer  
Service

Cart

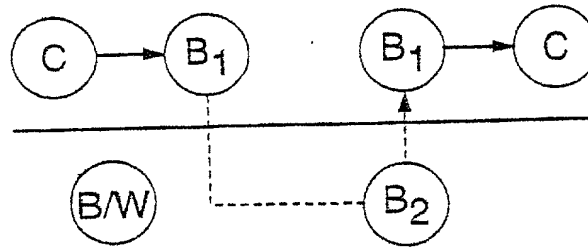
Submit

FIG. 14

FIG. 15A

SUBTERRANEAN:

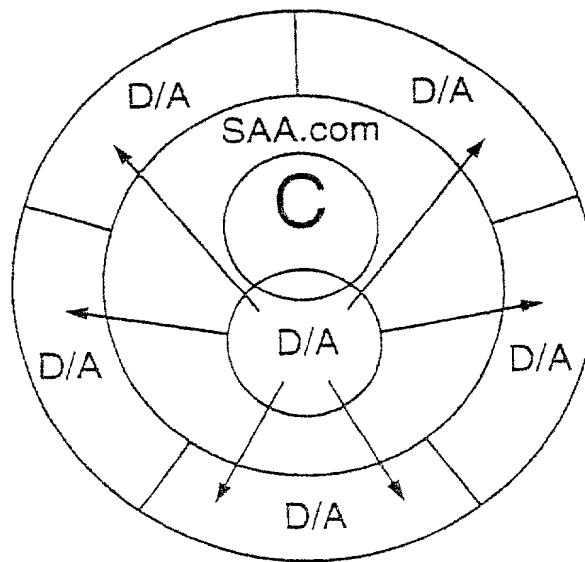
LOCAL



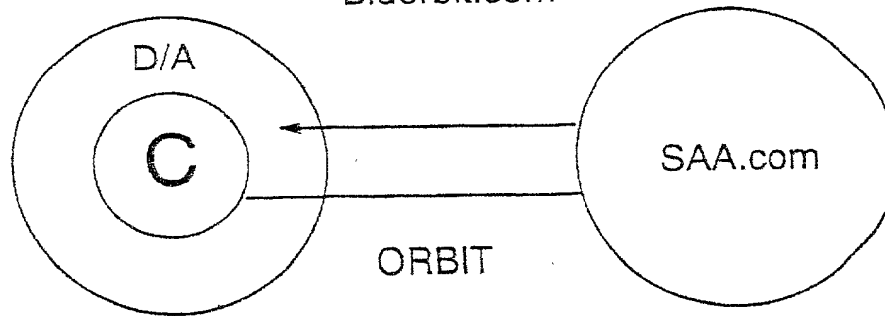
WHOLESALE

FIG. 15B

BUY LOCAL / DABN



Bidorbit.com



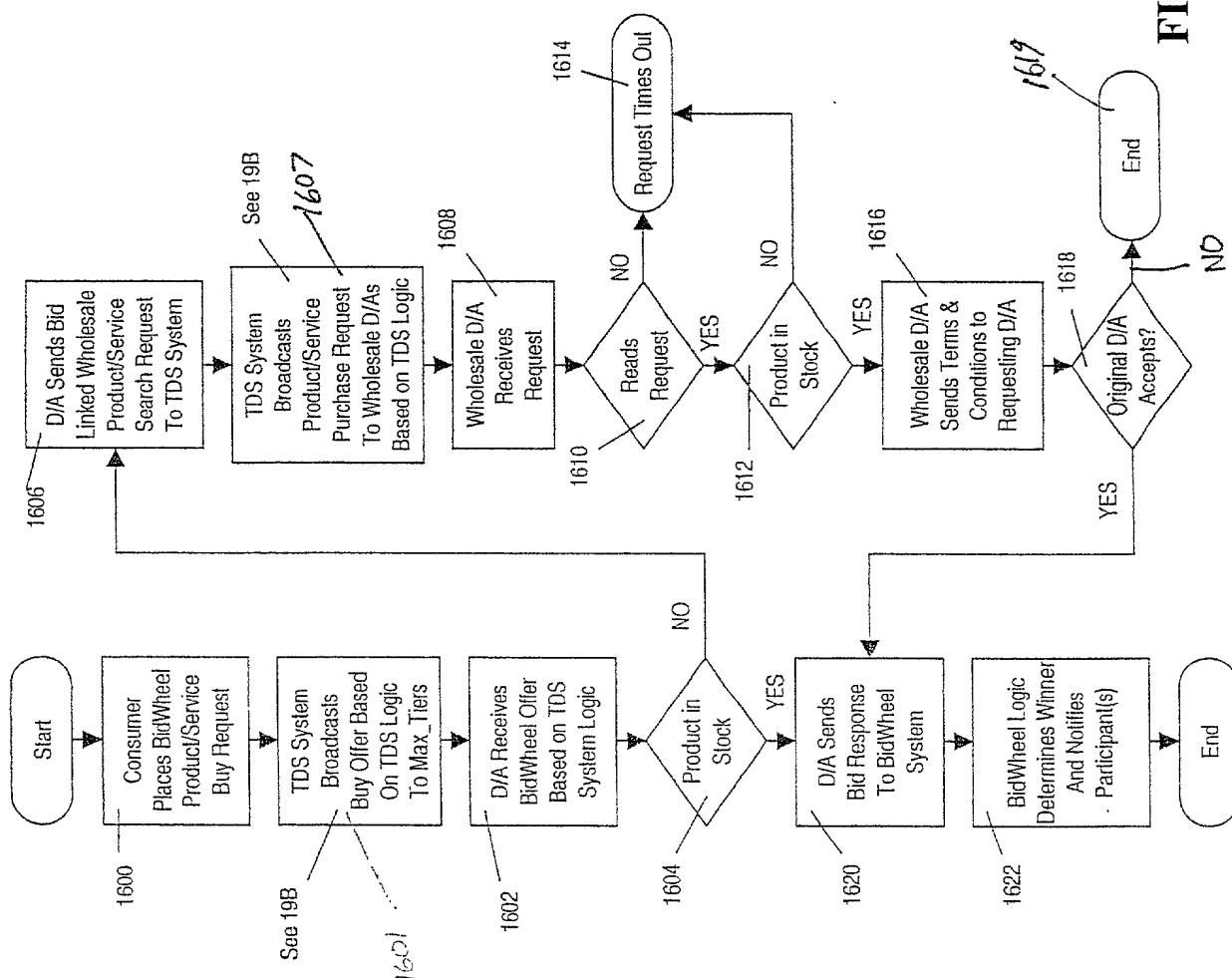


FIG. 16

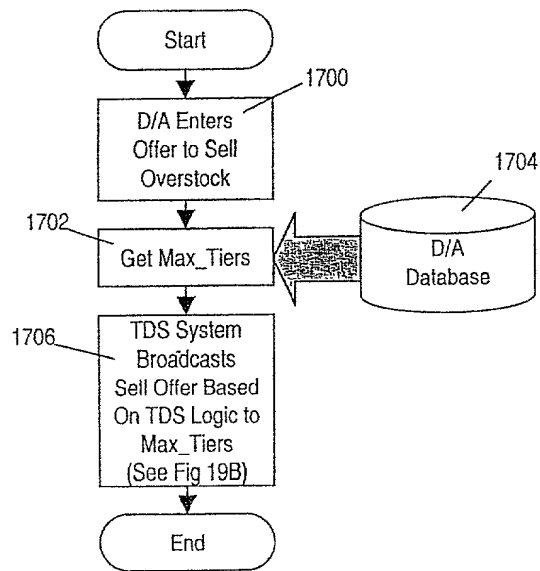


FIG.17

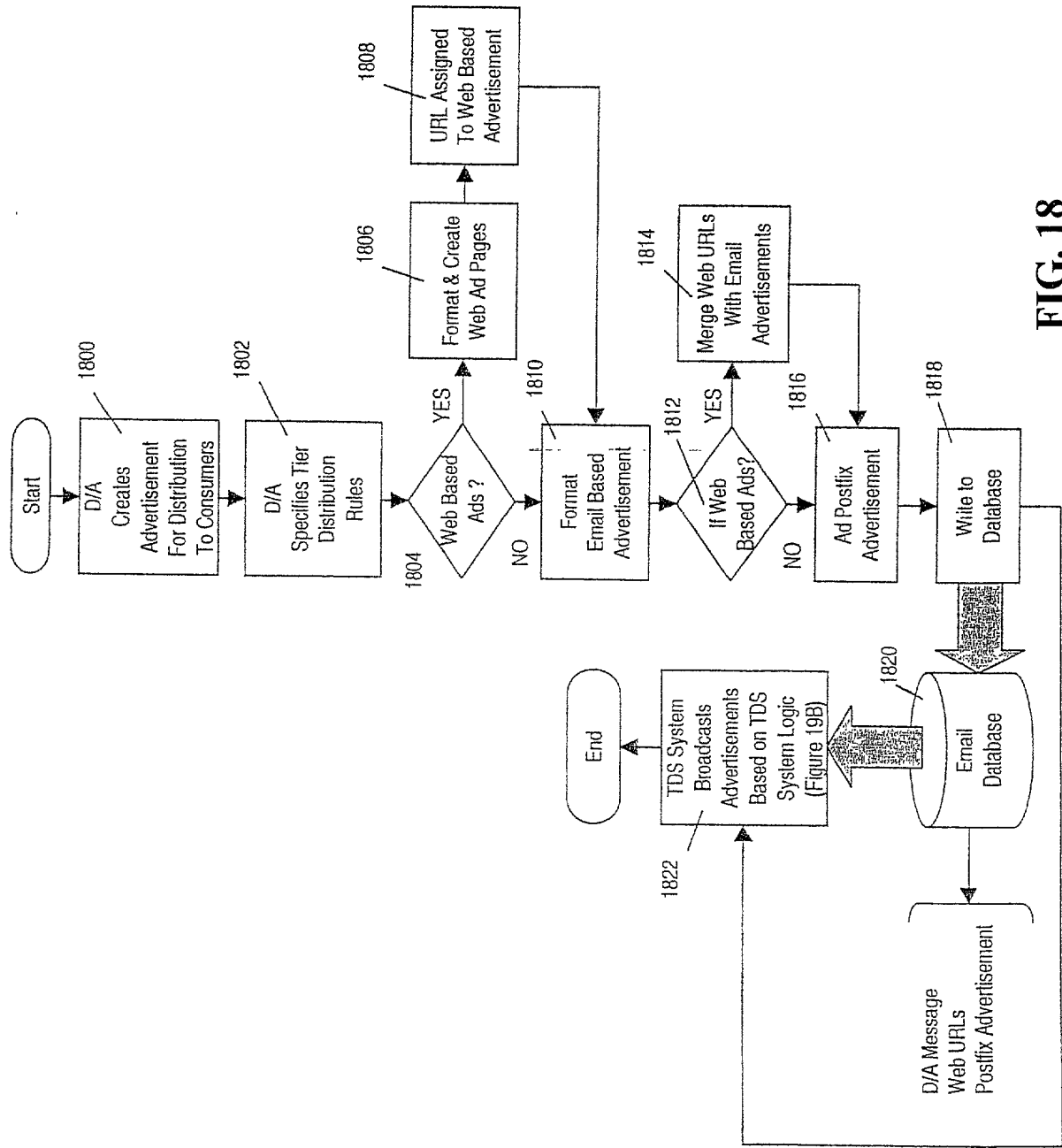


FIG. 18

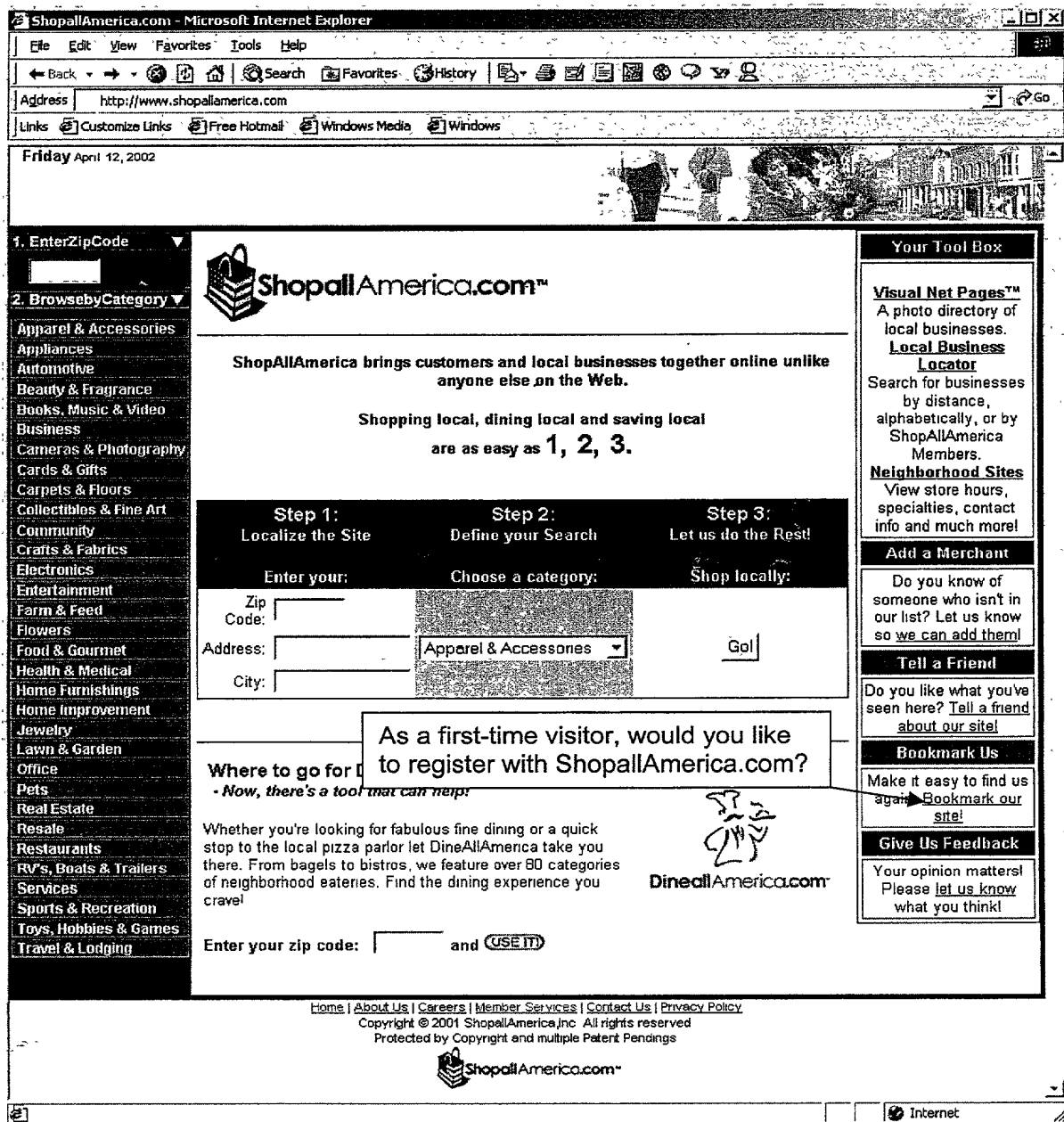


FIG. 18A

204240-1244003

**ShopallAmerica Merchant Mailer Consumer Opt-In**

Enter your address

Address: 19163 SW Murphy Ct

Zip Code: 97007

Indicate Areas of Interest by Vertical Market

Automotive ☐

Food & Gourmet ☐

Sporting Goods ☐

Indicate merchants that you wish to receive mailings from:

Joe's Deli & Gourmet Foods ☐

Safeway Grocery Stores ☐

True Value Hardware ☐

**FIG. 18B**



ShopallAmerica.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Address Links

Home > Services > Professional Organizers > Home Organizers Unlimited > Specials > Sidetracked Home Executives

ShopallAmerica.com

Change Location Address City 97006 Go! Distance 30 miles

Browse by Category

- Apparel & Accessories
- Appliances
- Automotive
- Beauty & Fragrance
- Books, Music & Video
- Business
- Cameras & Photography
- Cards & Gifts
- Carpets & Floors
- Collectibles & Fine Art
- Community
- Crafts & Fabrics
- Electronics
- Entertainment
- Farm & Feed
- Flowers
- Food & Gourmet
- Health & Medical
- Home Furnishings
- Home Improvement
- Jewelry
- Lawn & Garden
- Office
- Pets
- Real Estate
- Resale
- Restaurants
- RV's, Boats & Trailers
- Services
- Sports & Recreation
- Toys, Hobbies & Games
- Travel & Lodging

Services

Home Organizers Unlimited

17850 NW Dogwood Ct.  
Beaverton, 97008  
Phone: (503) 629-9134  
Fax

View Shopping Bag

0 items in cart

Home Inventory Services Specials Coupons

**Sidetracked Home Executives**

Price: \$4.49  
Stock #: 0446377651  
Delivery Method: Shipping Available

**Description:** Authors, Peggy and Pam were two desperately disorganized sisters. They started each day with the best of intentions, swore that "today" they'd really clean their homes, get their kids' clothes in shape, and, for once, have dinner ready when their husbands came home from work, but...they never made it because they were SIDETRACKED HOME EXECUTIVES caught in the disorder of misplaced priorities, half-completed chores, and undirected energies. Two smart ladies who'd never used their heads in coping with their homes. SO, they analyzed their lives, and set up a rotating card system that scheduled their chores. They changed their attitudes, and it changed their lives. Now, with the understanding, humor, and patience of people who were NOT born organized, they show you how you can change too!

**On Special!**

Offer: This "gently-used", value-packed paperback is priced at a considerable savings of over 50 percent off!  
Offer Begins: 11/1/2001 Offer Ends: 6/30/2002  
Forms of Payment Accepted:  
Cash, Check, Visa, MasterCard, Amex, Discover

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Protected by Copyright and multiple Patent Pending.

ShopallAmerica.com

Internet

FIG. 18C

ShopallAmerica.com merchant mailer

Hello Jamie,

You indicated an interest in books and gourmet food when you signed up as a consumer member of ShopallAmerica.com. Following are the local specials from merchants in your community that you have indicated interest in:

**Time and Again Books**

Goblet of Fire (Book 4), Harry Potter	List \$24.95	Our Price \$12.95
Harry Potter and Goblet of Fire	Our Price \$33.95	
Cassette Unabridged by J.K. Rowling	List \$39.95	
The Bear and the Dragon, Tom Clancy	Our Price \$24.95	
< < < Please stop in for details of our book exchange program > > >		

**Joe's Deli**

50-year-old Balsamic Vinegar	\$149.97
Corn Beef per pound	\$4.97
Pastrami	\$5.97
Cole Slaw	\$2.00
< < < Bring this ad in for \$1.00/lb off any deli meat > > >	

ShopallAmerica.com, your hometown shopper.

FIG. 18D

Welcome Joe's Deli. Please enter your weekly specials.

Enter up to 4 specials. Each special can be described by an eighty-character definition with a price:

50-year-old Balsamic Vinegar	\$149.97
Corn Beef per pound	\$4.97
Pastrami per pound	\$5.97
Cole Slaw per pint	\$2.99

Post to Web Site ☐

Merchant Mail to Consumers ☐

Continue

FIG. 18E

Send the weekly specials to: Select one

Home Market	<input type="checkbox"/>	# Sent
		500
Local consumers outside of your home market	<input type="checkbox"/>	2,500
Statewide	<input type="checkbox"/>	10,000
National	<input type="checkbox"/>	100,000
North America (includes Alaska, Hawaii & Canada)	<input type="checkbox"/>	120,000

Enter date to send      xx/xx/xxxx

As a silver member of the ShopAllAmerica.com merchant program, you may make one mailing a week. If you would like to make more than one mailing a week, please call ShopAllAmerica.com at . . .

FIG. 18F

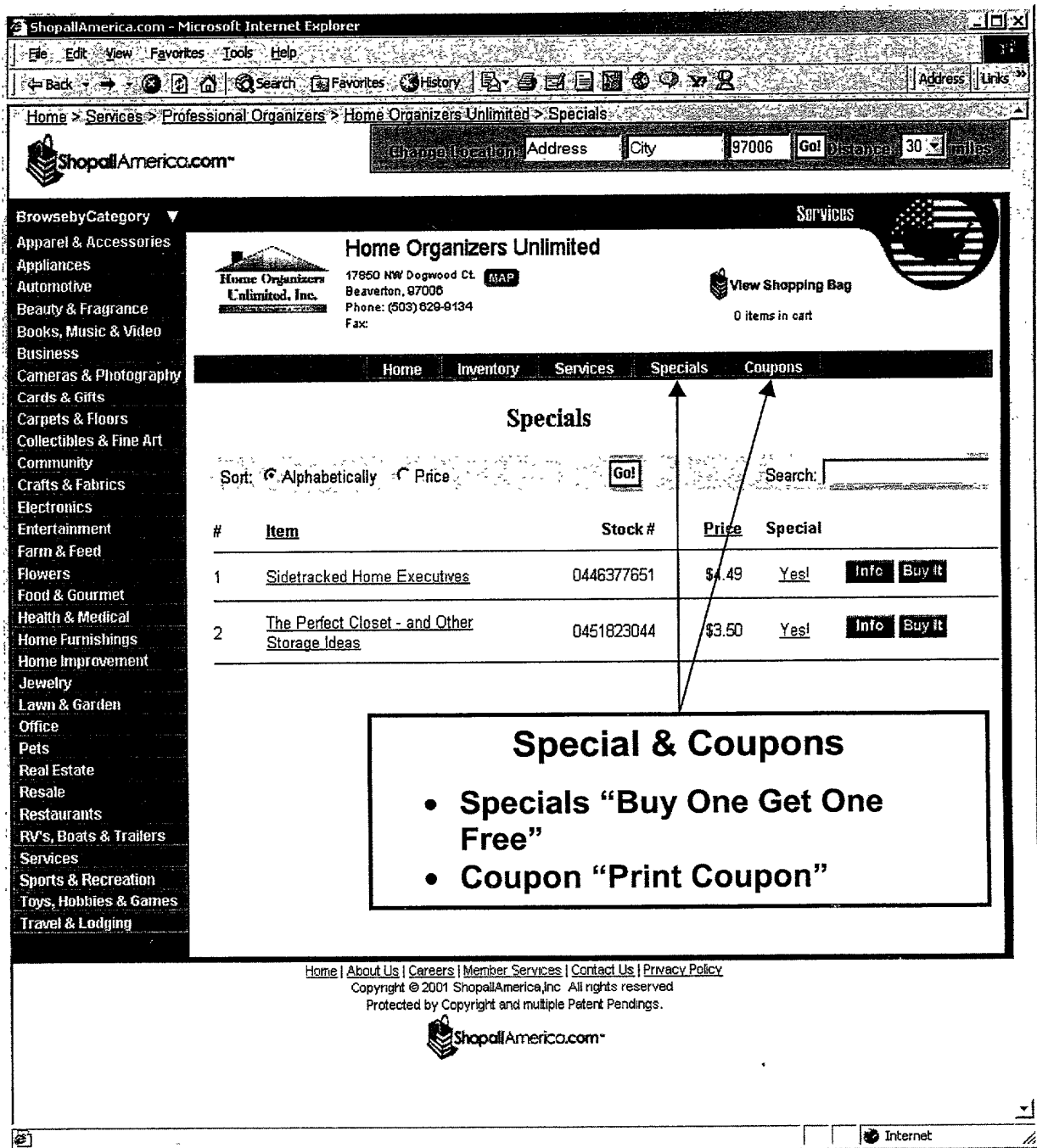


FIG. 18G

204240 12440001

**Buy 5 Books**  
**Get the 6th one FREE**

Time and Again Books

Expires 9/30/00

ShopallAmerica.com Merchant Coupon

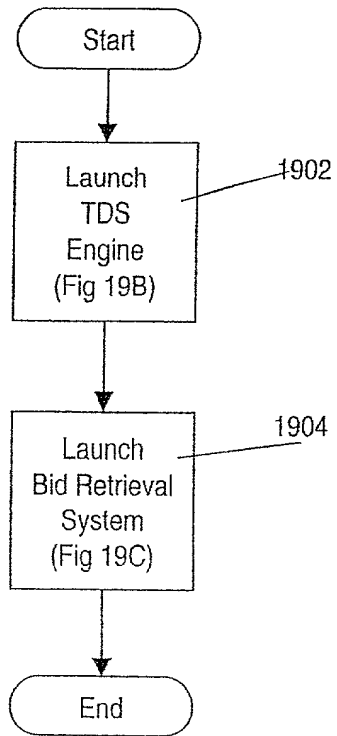
FIG. 18H

## Merchant Coupon Distribution Rules Entry Page

- Offer to everyone that visits my site ☐
- Offer only to those that have indicated interest in my vertical field ☐
- Offer only to those that have indicated no interest in my vertical field ☐
- Offer only to consumers in my home tier ☐
- Offer only to local consumers outside of my home tier but within my local area ☐
- Offer only in my home state ☐
- Offer to anyone ☐

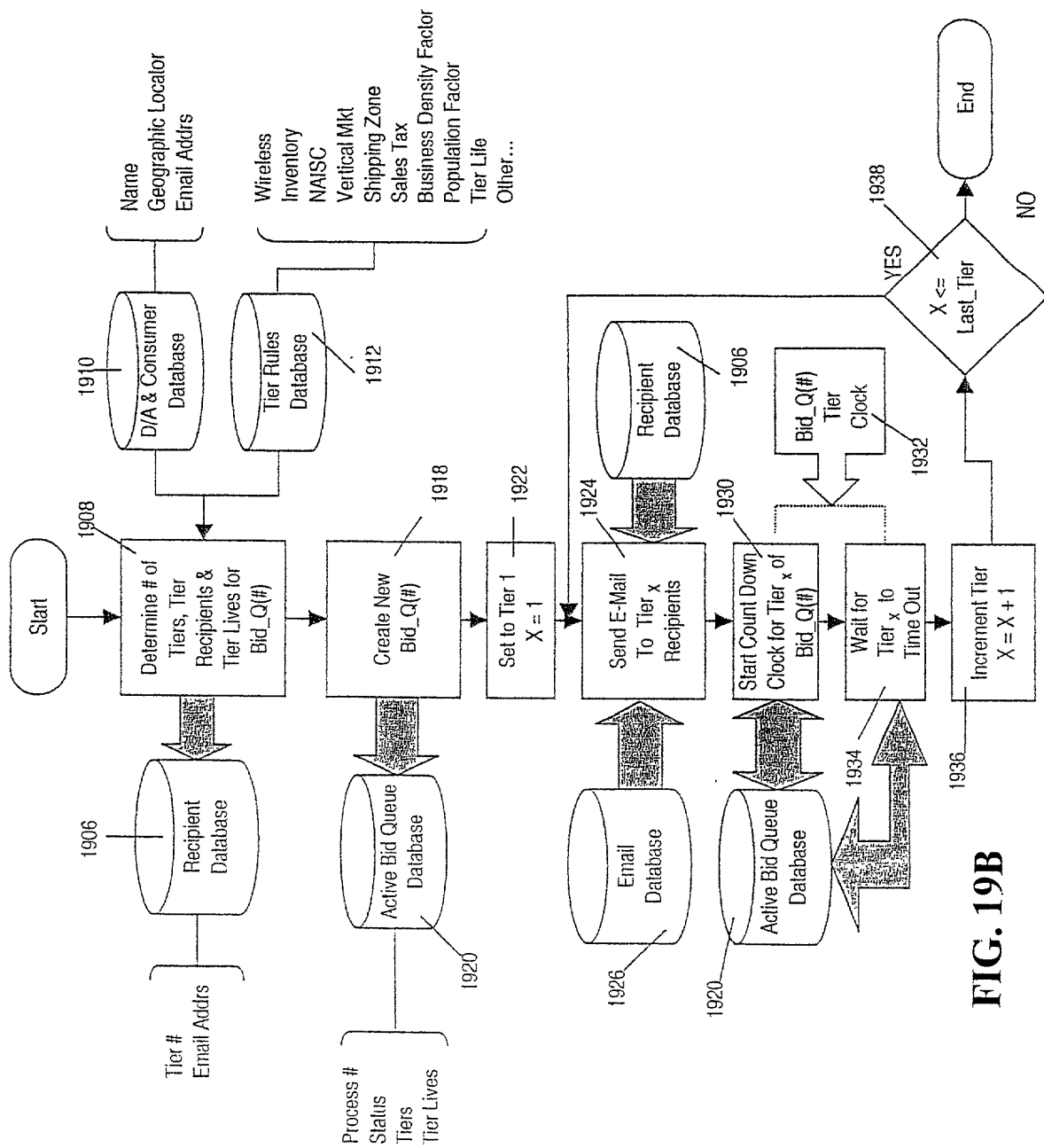
Enter Rules

FIG. 18I



**FIG. 19A**





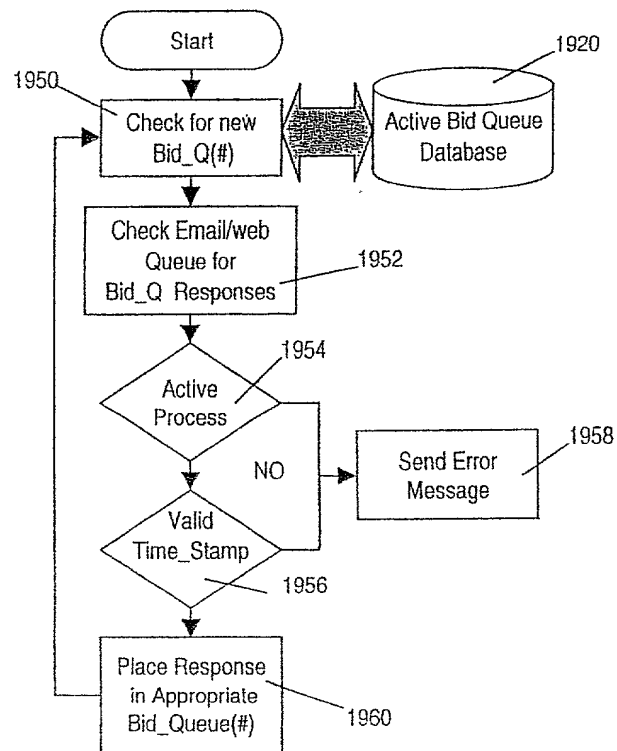
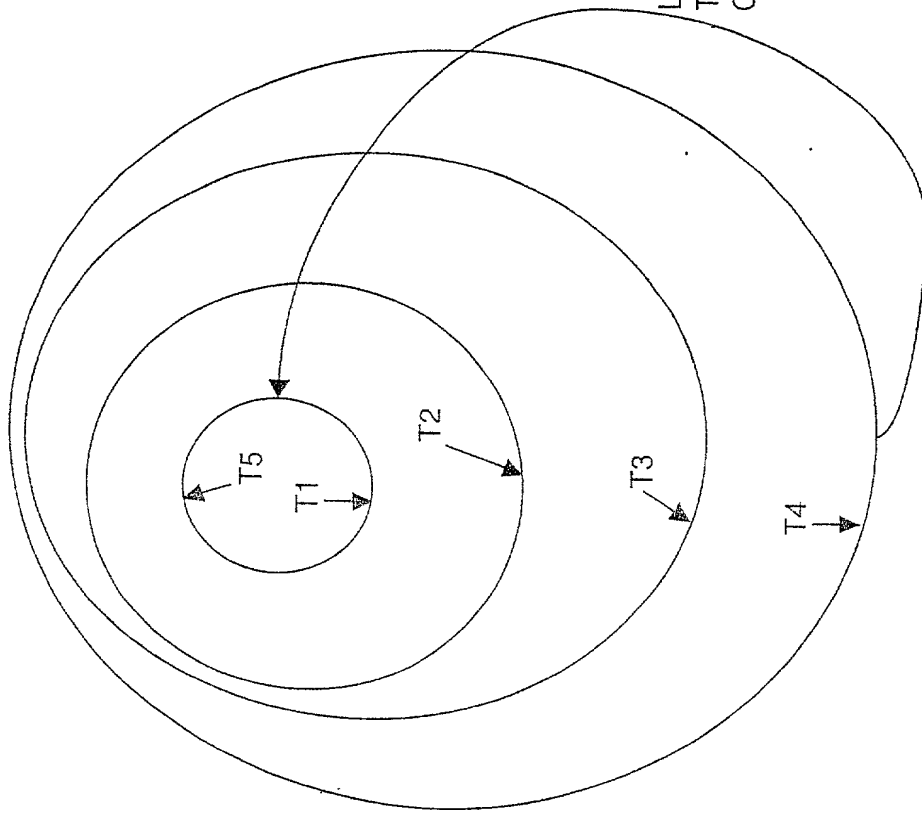


FIG. 19C

Example: Tier Area  
 $T_{AA=1} = T_1$   
 $T_{AA=2} = T_1 + T_2$   
 $T_{AA=3} = T_1 + T_2 + T_3$   
 $T_{AA=4} = T_1 + T_2 + T_3 + T_4$   
 $T_{AA=5} = T_1$

Example: Tier Life  
 $T_1 = 5$  units  
 $T_2 = 5$  units  
 $T_3 = 5$  units  
 $T_4 = 5$  units  
 $T_5 = 0$  units  
 Total Tier Life = 20 units



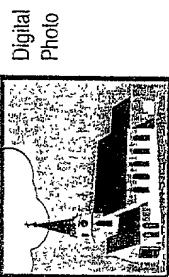
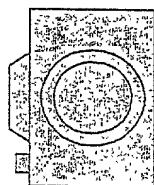
Note:  
 $T_A = \text{Tier}_{\text{ACTIVE}}$

FIG. 20

Problem: Current web development requires that the prospective small business owner either pay for a custom designed Website or create their own site using either PC or web based tools. These methods are costly and confusing to the average small business owner. Using an automated system that requires only a photo and basic information about the business this system will dynamically create an entry in the Visual Net Directory with a hyperlink to the merchant website in real-time allowing an on-site salesperson to create the website for that business at one meeting, in real-time, at a very low price.

- 2100 Step 1: Salesperson takes photo of business
- 2102 Step 2: Salesperson gets GPS location on laptop
- 2104 Step 3: Salesperson transfers photo from digital camera to laptop
- 2106 Step 4: Salesperson transfers photo & business data to the TDS system via wireless apparatus, land based telco line, etc.

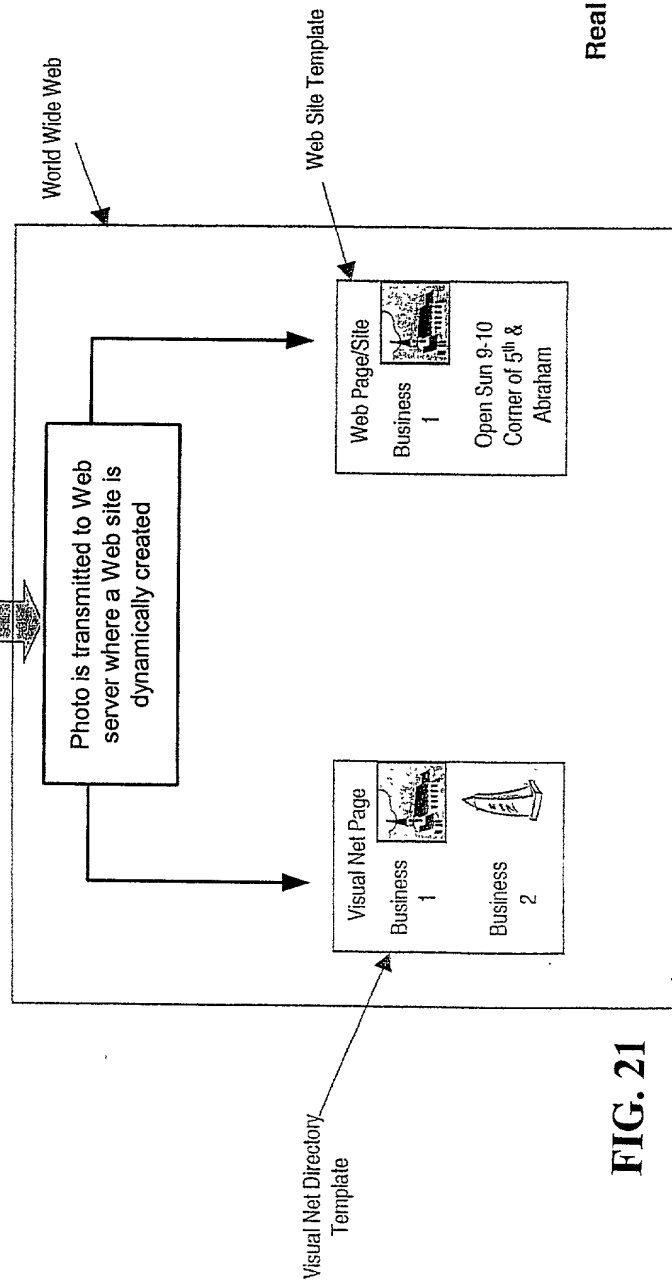
Digital Camera



Digital Photo

Visual Net Page Directory and merchant web site are created dynamically and in real time by a server process using predefined templates to create an uniform look and feel for the website. The business address is converted into a centroid such as a geocode, longitude & latitude, etc for use by the TDS in determining economic tiering.

- 2108 Step 5: The salesperson shows the completed website and the Merchants entry into the Visual Net Directory.



Real Time Presence Model

FIG. 21

Figure 22A

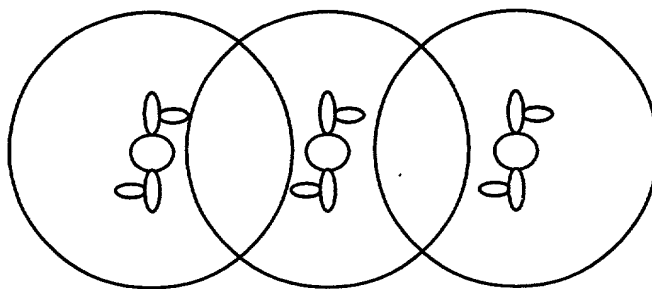


The consumer identifies the epicenter of the tiers – all businesses within  $T_H$ , the home tier, will show up in the wireless directory. Businesses not in the home tier can choose to be included in the wireless directory by purchasing a multi-tier package.

Tiering could be used as a sale stool – the merchant would automatically get a listing if the consumer was located in the home tier of the retailer. The retailer could pay to extend their home tier.

The tiering could be used to increase the attraction of the offer, *e.g.*, in the home tier the offer might be for 5% off, but in an extended tier ( $T_{H+X}$ ) the offer could be 10% off.

## MOBILE TIERING



Tier moves with user

FIG. 22B

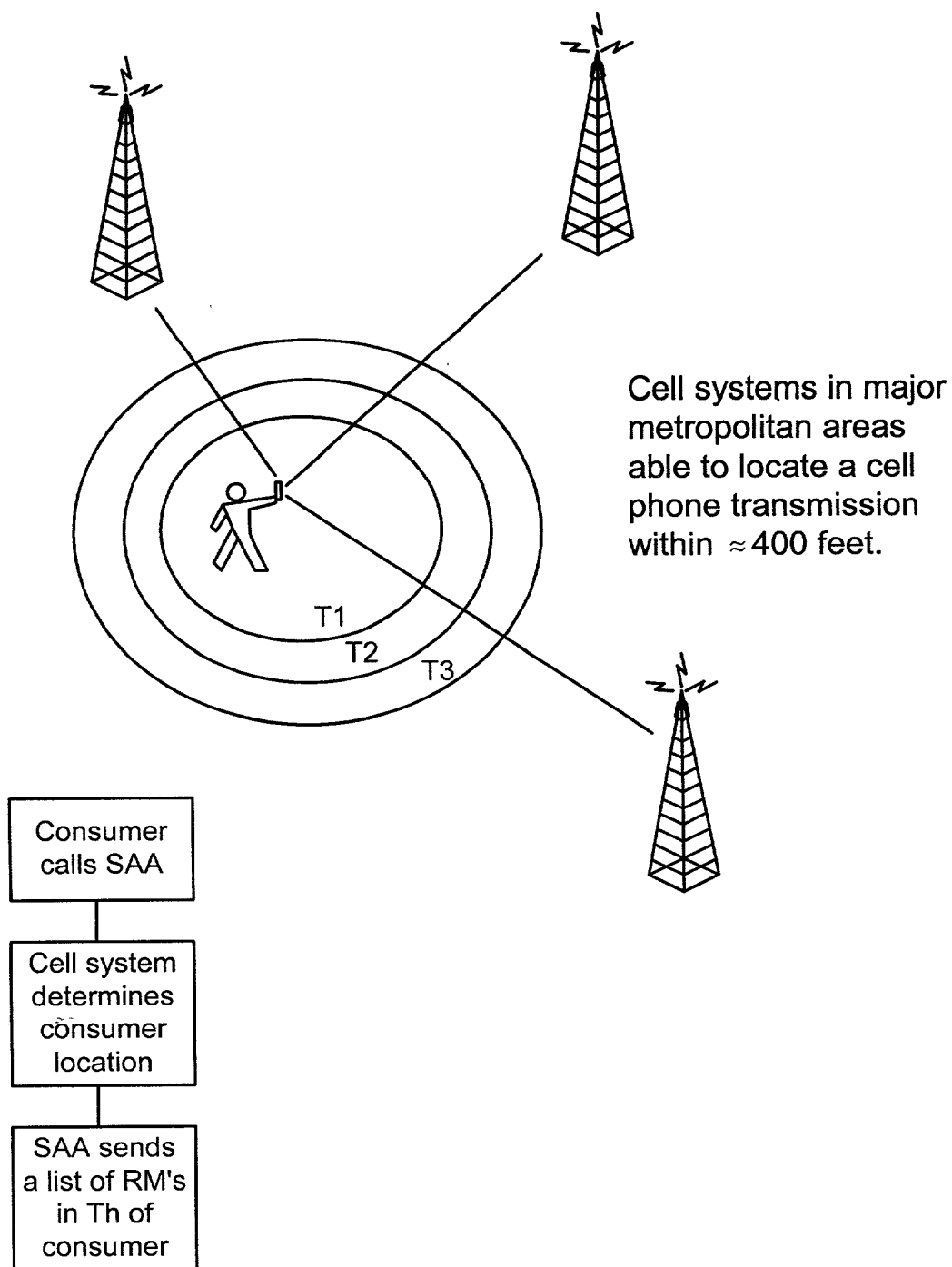


FIG. 22C

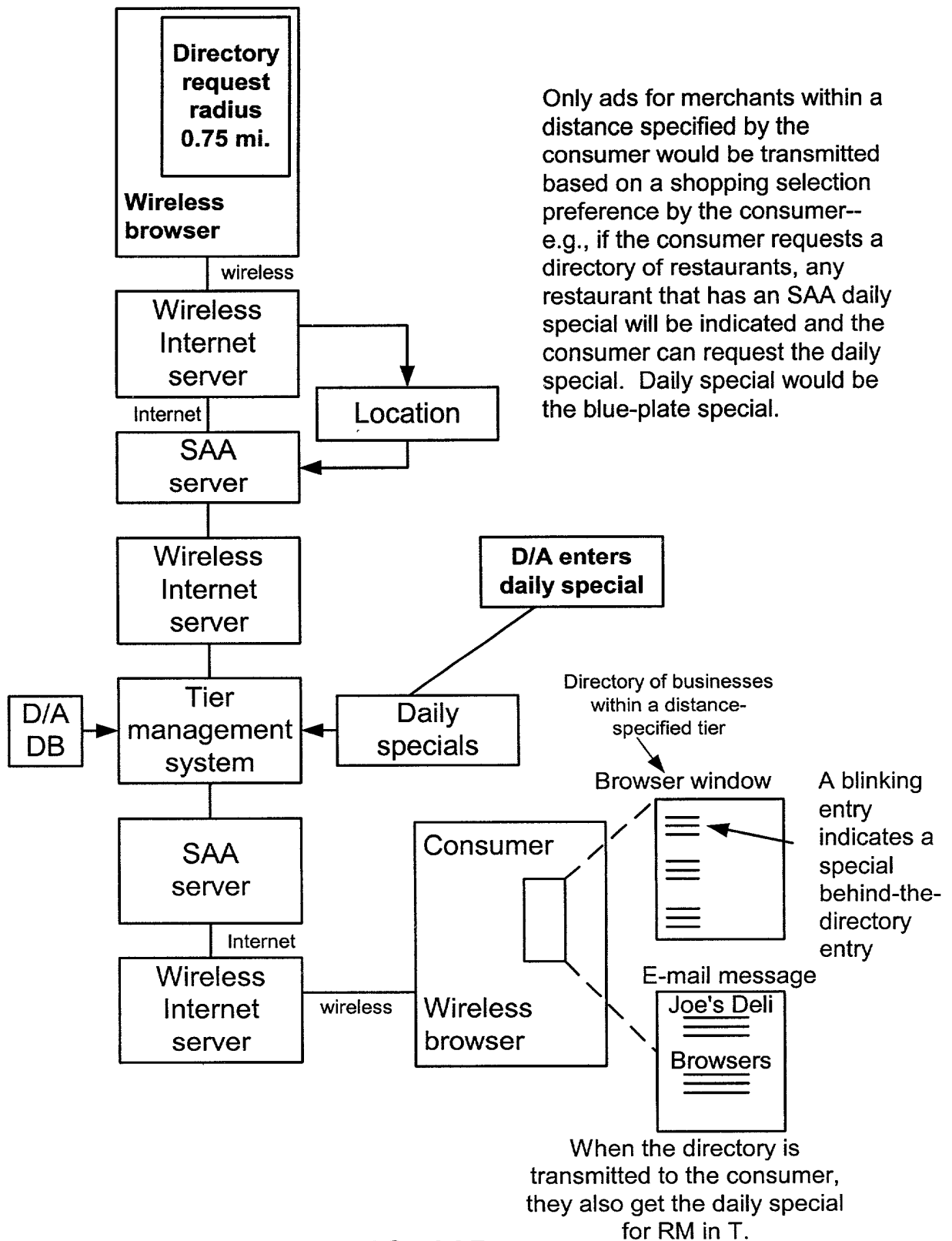


FIG. 22D